

## Message Text

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62

ACTION COME-00

INFO OCT-01 EUR-06 ISO-00 EB-05 L-03 AGR-03 CIAE-00

DODE-00 INR-10 NSAE-00 PA-02 RSC-01 USIA-12 PRS-01

SPC-03 OMB-01 TRSE-00 DRC-01 /049 W

----- 006385

R 032158Z OCT 73

FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC 1858

UNCLAS OTTAWA 2380

FOR COMMERCE

POUCHED ALL CONGENS IN CANADA

E.O. 11652: N/A

TAGS: ETRD, CA

SUBJECT: CANADIAN CONSUMER PACKAGING AND LABELLING REGULATIONS

REF: OTTAWA A-501, SEPTEMBER 27

1. PROPOSED CANADIAN CONSUMER PACKAGING AND LABELLING REGULATIONS FORWARDED WITH REFERENCE AIRGRAM SHOULD BE READ IN CONJUNCTION WITH CONSUMER PACKAGING AND LABELLING ACT (FIVE ADDITIONAL COPIES OF ACT AIRPOUCHED OCTOBER 3 TO COMMERCE, OIM, O'CONNOR FOR CONVENIENCE) WHICH WILL COME INTO FORCE ON DAY TO BE FIXED BY PROCLAMATION.

2. ACT AND REGULATIONS APPLY TO ALL PREPACKAGED FOOD AND CONSUMER HOUSEHOLD PRODUCTS AND NOT REPEAT NOT PRODUCTS SOLD FOR INDUSTRIAL, COMMERCIAL OR INSTITUTIONAL USE. PARTIAL AND TEMPORARY EXEMPTIONS ARE OUTLINED IN SECTIONS 4, 5, 6 AND 7 OF PROPOSED REGULATIONS.

3. OF PARTICULAR INTEREST TO U.S. MANUFACTURERS  
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ARE PROPOSED REGULATIONS COVERING BILINGUAL

LABELLING, METRICATION, AND STANDARDIZATION OF  
CONTAINER SIZES.

4. BILINGUAL LABELLING (ENGLISH AND FRENCH):

THE ONLY MANDATORY INFORMATION WHICH MUST BE SHOWN IN BILINGUAL FORM IS THE NAME OF THE PRODUCT AND THE NET QUANTITY. INGREDIENTS ARE NOT COVERED BY THIS LEGISLATION. WHILE ACT DOES NOT SPECIFY INSTRUCTIONS FOR USE MUST BE BILINGUAL, MARKETING AREA REQUIREMENTS MIGHT MAKE THIS DESIRABLE. EXCEPTIONS ARE SPECIALTY PRODUCTS AND TEST MARKET PRODUCTS. INFORMATION ON LABELS OF PREPACKAGED SPECIALTY PRODUCTS MAY BE SHOWN IN ENGLISH OR FRENCH; SPECIALTY PRODUCTS ARE DEFINED AS A FOOD OR BEVERAGE THAT HAS SPECIAL RELIGIOUS SIGNIFICANCE AND IS USED IN RELIGIOUS CEREMONIES, OR AN IMPORTED PRODUCT THAT IS NOT WIDELY USED BY THE POPULATION AS A WHOLE IN CANADA, AND FOR WHICH THERE IS NO READILY AVAILABLE SUBSTITUTE THAT IS MANUFACTURED, PROCESSED, PRODUCED OR PACKAGED IN CANADA AND THAT IS GENERALLY ACCEPTED AS BEING A COMPARABLE SUBSTITUTE. TEST MARKET PRODUCT IS DEFINED AS A PREPACKAGED PRODUCT NOT PREVIOUSLY SOLD IN CANADA AND WHICH DIFFERS SUBSTANTIALLY FROM ANY OTHER BRAND SOLD IN CANADA WITH RESPECT TO COMPOSITION, FUNCTION, STATE OR PACKAGING FORM. IF TEST MARKETED IN UNILINGUAL DISTRICT, I.E., DISTRICT IN WHICH ONE OF THE OFFICIAL LANGUAGES IS SPOKEN BY LESS THAN 10 PERCENT OF THE RESIDENTS, BILINGUAL LABELS NOT REQUIRED. DEALER WHO INTENDS TO CONDUCT TEST MARKETING MUST FILE NOTICE OF INTENTION WITH MINISTER OF CONSUMER & CORPORATE AFFAIRS SIX WEEKS PRIOR TO START OF TEST.

5. METRICATION: GENERALLY, THE REQUIREMENT IS THAT DECLARATION OF QUANTITY SHALL BE IN CANADIAN AND METRIC UNITS. (PLEASE NOTE THAT CANADA USES IMPERIAL GALLON, QUART, PINT, ETC.) EXCEPTIONS ARE PRODUCTS PRODUCED IN CANADA WHERE MANUFACTURER ALREADY HAS CONVERTED TO METRIC SYSTEM OF PACKAGING, OR PREPACKAGED PRODUCTS

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THAT ARE IMPORTED INTO CANADA AND LABELLED IN THE COUNTRY OF ORIGIN IN TERMS OF METRIC UNITS ONLY.

6. REQUIREMENT FOR STANDARDIZATION IN MILLILITERS OF CONTAINERS FOR PASTE DENTIFRICE, SHAMPOO IN LIQUID, LOTION, CREAM OR GEL FORM FOR USE ON HUMAN HAIR, SKIN CREAM AND LOTION IS DELINEATED IN SECTION 37 OF REGULATIONS. EXCEPTIONS ARE TEST MARKET PRODUCTS AND SHAMPOO FOR USE ON

HUMAN HAIR SOLD AS PART OF A TOY OR GAME.

7. ACTION REQUESTED. EMBASSY SUGGESTS THAT COMMERCE  
RAPIDLY GIVE WIDE PUBLICITY TO PROPOSED CONSUMER  
PACKAGING AND LABELLING REGULATIONS. PERSONS AND  
COMPANIES WISHING TO MAKE REPRESENTATIONS WITH RESPECT TO  
THESE REGULATIONS MAY DO SO UP TO AND INCLUDING NOVEMBER 22,  
1973 REPEAT NOVEMBER 22, 1973, BY WRITING REPEAT WRITING  
ASSISTANT DEPUTY MINISTER (CONSUMER AFFAIRS), DEPARTMENT  
OF CONSUMER AND CORPORATE AFFAIRS, OTTAWA, ONTARIO  
K1A 0C9.  
SCHMIDT

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 03 OCT 1973  
**Decaption Date:** 01 JAN 1960  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Page Count:** 3  
**Previous Channel Indicators:**  
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**Reference:** OTTAWA A-501, SEPTEMBER 27  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** kellerpr  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 22 AUG 2001  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <22-Aug-2001 by phillir0>; APPROVED <31-Dec-2001 by kellerpr>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** CANADIAN CONSUMER PACKAGING AND LABELLING REGULATIONS  
**TAGS:** ETRD, CA  
**To:** STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005